

An Analysis on the Era Value and Long-Term Mechanism of Red Gene Inheritance: Based on Research and Thinking about the “Red Culture Practice” Activity in Jiangxi Province

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Abstract

Red resources contain the lofty ideals, firm beliefs, noble character and fine style of work of Chinese Communists, and are of great significance to the education of patriotism and revolutionary tradition in the new era. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has made a series of important statements on the practical significance, profound connotation and inheritance path of the “red gene”. Based on the fundamental task of moral education in universities, this paper combines the practical work and analyzes the era implication of red gene inheritance in Jiangxi universities, as well as explores the practical path of college students inheriting red gene in the new era.

Key words: Red gene; Era implication; Path; Inheritance

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“Red” is the color of fire, representing warmth and light. It is also the background color of the Chinese Communists, which is a symbol of revolution and victory. The “Red Gene” is a glorious tradition and fine style that can be inherited and formed under the leadership of the CPC in

the various historical periods of revolution, construction and reform. It is the spiritual core of the Chinese Communists and the spiritual bond of the Chinese nation.

1. THE IMPORTANCE OF THE ERA VALUE OF RED GENE INHERITANCE IN COLLEGES AND UNIVERSITIES

It is the only way to cultivate young generation to take on the responsibility of national rejuvenation. Red gene is the vivid textbook of ideological and political education. Red gene and story, as well as revolutionary spirit and culture, further enriched the ideal and faith content of ideological and political education, inspiring colleges and universities to realize the affinity and appeal of ideological and political education. It is an effective way of party history education, which is also the only way to cultivate the responsibility of national rejuvenation.

It is the inevitable choice of red nation passing down from generation to generation.

Red resources were bred in the revolutionary years of the war fire, developed in the construction period of passion like fire, and tempered in the enterprising years of reform, Everbright in the new era of dream realization (He, 2020). Organize young students to visit revolutionary sites and patriotism education base during social practice in winter and summer vacation, deeply experiencing the revolutionary martyrs and heroism spirit on the battlefield through the scene and immersive experience. This sacrifice spirit can maximize the cultivation of the heroic passion of “devoting youth to motherland” among young college students, which is the inevitable choice for the “powerful generation” to grow up.

It is the inevitable requirements of “making a demonstration and being the first

bravely” of Jiangxi province. General Secretary Xi Jinping’s series of important discussions on the

inheritance of red genes have clarified the formation basis, important value, scientific connotation and inheritance path of red genes, and provided important theoretical and practical guidance for the inheritance of red genes (Liu, 2020). In 2019, during his inspection visit in Jiangxi province, General Secretary Xi Jinping pointed out that “Jiangxi is a red land full of red memories. Today, on the new Long March, we should inherit and carry forward the Jinggangshan Spirit and the Soviet Area spirit, and consciously be a firm believer and faithful practitioner of the lofty ideal of communism and the common ideal of socialism with Chinese characteristics.” (Pei, 2020). General Secretary Xi Jinping’s instruction of “setting an example and being the first” is an important requirement of all-round, full-coverage and three-dimensional type.

2. RESEARCH AND ANALYSIS OF RED GENE INHERITANCE IN COLLEGES AND UNIVERSITIES OF JIANGXI PROVINCE

To fully understand the present situation of red gene inheritance, the author carried out a survey on the status quo of red culture inheritance in colleges and universities of Jiangxi Province. At the same time, through information access and online interview, the current situation of red culture and education was interviewed and investigated, and finally found that there are four main problems in the process of red gene inheritance in current colleges and universities:

First is referred to the “distortion” of practices. Some students only learn about the red culture by watching, paying respects or listening to the teacher without a practical purpose. They do not have a comprehensive understanding of its historical panorama, and fail to meditate about the spiritual enlightenment and era value given to us by the red gene and red culture. Some other students visit the red culture places as traveling status, who just stay in a quick glance and taking group photos with the party flag. Most of them just gather together and join in the fun. Or regarding “putting on the military uniform, singing the red song, and eating the Red Army meal” as completing the task, without deeply understanding the connotation of the red gene and drawing on the endeavor strength from the touching deeds of the revolutionary martyrs.

Second is the “aphasia” of classroom. Although the red culture is very popular at present, which is required to be incorporated into the classroom system and open red culture courses, there are phenomena such as “great thunder while little rain” in the operation. In the field of red culture instructing, teachers just give superficial explanation, or let the students read and study by themselves, or simply by watching the film instead.

Third is the “ineffectiveness” of propaganda. The major red scenic spots do not grasp the needs of different

audiences in the new media era, and pay little attention to “human” elements in the creation of financial media, therefore unable to produce resonance and empathy. There is a lack of systematic research and practice on how to transform the “variable” of the Internet into the “incremental” of red culture communication.

Fourth is the “pale” of cultural and creative products. For example, most of the cultural and creative products sold in red scenic spots are mainly traditional products such as badges and statues of revolutionary leaders. These products present a uniform trend, and lack of a sense of the times and region. In addition, the cultural and creative products that skillfully integrate technology, art and red culture are quite rare.

3. ANALYSIS OF THE PATH OF RED GENE INHERITANCE IN COLLEGES AND UNIVERSITIES OF JIANGXI PROVINCE

3.1 Integrate Red Culture Into Teaching Materials, Classrooms and People’s Minds

Explore the inclusion of red culture education in the curriculum of students, firmly grasp the unique value of red culture education, and highlight the educational effect of red culture with ideological and political courses in order to achieve the effect of complementary advantages.

Integrate red culture into the practical ideological and political teaching activities.

Strengthen the top-level design, bear in mind the educational purpose of red culture, and integrate the first and second classroom education. For example, “being reasonable” by “distinguishing”. The utilization of red resources and red gene inheritance and other contents are introduced into the debate competition of “Introduction to the Basic Principles of Marxism” class, guiding students to improve their ability to analyze and solve problems with philosophical principles through communication and debate, so as to better understand the red spirit. Or “cultivating” by “performing”. Interpret the teaching content of the “Ideological and Moral Cultivation and Legal Foundation” class through short sketches or other performance forms to turn the red culture into the stage short drama, so that teachers’ “forums” are transformed into students’ “stages”.

Include red culture courses into teacher training. Educators must be educated first.

Teachers work department should include the red culture cultivation into teachers’ daily training. College teachers should take the education of the traditional red revolution education as an important way to improve the cultivation of teachers’ ethics, regularly carry out learning and education activities in the revolutionary museum, martyrs’ cemetery or other places, and guide college students to strengthen emotional cultivation while learning

knowledge, so that the red gene can truly integrate into the blood and effectively enhance their political consciousness.

Give full play to the subjective and active role of young students. Red cultural associations can be generally established in colleges and universities, such as college students' party history learning and education publicity group, red story publicity group, red gene inheritance and practice group, etc.. Absorb a group of outstanding young students involved, give full play to the leading role of college students backbone. support their daily activities through normalized guidance, such as Red Story Essay Writing Contest, Red Gene Inheritance Speech Contest, etc.. Improve the speech ability and propaganda level by inviting experts to guide and practicing through contest. In addition to offline publicity, students can also read red stories online to guide students to take the inheritance of red genes and the spread of red culture as a conscious action.

3.2 Expand the Spread Path of Red Culture

- We should innovate the dissemination mode of red culture and give full play to the power of lecturers and philosophy and social scientists at all levels, so as to spread the red culture, the red stories and the red spirit to the fields, factories, schools, streets and alleys as well. Meanwhile, we should focus on strength to study and explain the red spirit, write the red culture popular theory books, letting the red culture spirit be “grounded” and “popular”. Besides, shooting well-made and high-end special features, music MV, theme TV series, let the red sound be constantly heard. In addition, short video platforms with TikTok, Kuaishou and other APP as the carrier are very popular with modern youth. If red culture can ride the express train of such fragmented information dissemination, it is also an effective way to broaden the broadcasting of red culture.

- The specialty, entertaining and the time characteristics of the red culture education should be enhanced. As a university, it is necessary to scientifically plan and construct landscapes, sculptures, cultural corridors and other buildings with red cultural elements in various public places of the university, so that the red culture can “moisten things silently” so as to cultivate the mind and moral character. For example, on the occasion of the founding of the Party, Jingdezhen Ceramic University led the creation of a large-scale group sculpture named “Faith”, which received a very good educational effect, and even attract great attention of CCTV News broadcast.

- Explicit education should be combined with recessive education. College students are guided to feel the emotion of history, experience the detail of history, and return to the essence of history through social practice and investigation, so as to enhance the sense of reality and history of red culture education. Innovative the forms

of red culture education, such as song singing, drama performance, and knowledge contests, which should fit the characteristics of young students. Activate the red genes into spiritual food that they can see, hear and participate in, so as to stimulate the strong spiritual power of youth to the Party.

3.3 Continue to Build the Brand of Jiangxi Red Culture Education

Since the launch of the “Red Culture Practice” activity, it has become an important platform for universities to inherit the red gene. The annual red culture forum and works exhibition have become a spiritual feast for college students in the province, which are deeply welcomed and concerned by students. Combined with the activities in the past two years, there are still the following aspects to be improved: First, the activity works are mainly artistic works, the participating students are mainly artistic expertise, and the participation scope is not wide enough. Second, the activity achievements are only displayed in the host universities without tour exhibition, so the application of the results needs to be further strengthened; and the results have not been published, which affect the influence of communication to some extent. Third, the activity target is mainly Jiangxi patriotism education base, which has not yet radiated to the red resources in other provinces of the country. In the future activities, we should actively expand the extension of the “Red Culture Practice” activity, which can expand the spiritual pedigree of Chinese Communists as the main line, so that young students can inherit the red gene from a broader perspective.

3.4 Accelerate the Development of the Red Cultural Creative Industry and Its Personnel Training

Colleges and universities should cultivate a number of red art projects, strengthen the training of artistic personnel, create large-scale red cultural creative works. Relying on rich historical materials, exploit paintings and sculptures to show the major events, outstanding figures and outstanding party members in the history of the Party. Perfectly combine the party history and art, and vividly reproduce the glorious course of the Party. We should study, create, display and spread the red art classics well, and take this opportunity to introduce a batch of classic red art works that integrate thought and artistry, which can vividly reflect the suffering and brilliant history of the Party and the great national spirit. At the same time, we should enhance the added value of red cultural products, build red cultural products into meaningful cultural creative products recognized by the public, especially those consumed by elite cultural groups. Only in these ways can we successfully inherit the red gene and cultivate people in the new era.

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